



NEWS RELEASE

100 Sydney Street, P.O. Box 40, Charlottetown, PEI C1A 7K2

icejam games inc. Creating New Chapter in Free-to-Play Game Story

Thursday, July 30 – Charlottetown, PEI – Atlantic Canada Opportunities Agency

The world of mobile gaming has grown rapidly in popularity. Over 20 million Canadians are now using a smartphone as their number one accessory, and many of them are using their phones to play games. Charlottetown-based icejam™ is poised to take advantage of this growth with its innovative playable data™ platform. By introducing real-time, real-world driven gameplay, icejam is launching a new chapter in the free-to-play mobile games story.

The company is currently working on the development of its market-defining platform that is scheduled to debut with the studio's first game in 2016. More details about the platform and its capabilities will be announced at a later date.

The Honourable Gail Shea, Minister of Fisheries and Oceans, on behalf of the Honourable Rob Moore, Minister of State (Atlantic Canada Opportunities Agency), and the Honourable Heath MacDonald, PEI Minister of Economic Development and Tourism, today announced combined support of \$707,095 for icejam games inc. to develop the next generation of mobile entertainment.

Quick Facts:

- The Government of Canada is supporting icejam games inc. with a contribution of \$478,775 through ACOA's Business Development Program to assist with marketing, equipment, and product development.
- The Government of Prince Edward Island has also approved funding up to \$229,320 through the Department of Economic Development and Tourism.
- This contribution will assist the company in furthering the development of its mobile games business and supporting the launch of its playable data™ platform.
- The mobile games industry is a strong contributor to the Prince Edward Island economy, exporting millions of dollars' worth of mobile games to gamers around the world.

Quotes:

"The ICT sector plays a strong role in our region's economy and our Government is pleased to support companies like icejam games inc. It is through strategic contributions like this that we will continue to strengthen our economy and create good jobs for Atlantic Canadians."

- *The Honourable Gail Shea, Minister of Fisheries and Oceans, on behalf of the Honourable Rob Moore, Minister of State (Atlantic Canada Opportunities Agency)*

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“Support for icejam games is a great example of the province’s commitment to expanding the economy, creating jobs, increasing exports and fostering growth in the video game industry on Prince Edward Island. Our support of icejam games inc. will assist the company in its development of a new mobile gaming platform and mobile games. We are confident this support will help create new jobs for Islanders and allow the company to create new products for an increasingly popular segment of the gaming industry.”

- *The Honourable Heath MacDonald, PEI Minister of Economic Development and Tourism*

“We are pleased to partner with ACOA and the PEI Department of Economic Development and Tourism on this project. Programs such as these facilitate high quality job creation here on Prince Edward Island, as well as enable us to more rapidly create innovative technology, build our business and fuel future growth. Business development programs like this ensure that PEI will continue to be a growing hub for the mobile games industry in Canada.”

- *Mr. Stuart Duncan, CEO and Founder, icejam games inc.*

Associated Links:

- icejam.com

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